

IMPLEMENTATION, DATA ANALYSIS AND SUPPORT FOR TOXICS RELEASE INVENTORY
(TRI) Contract No. GS-00F-252CA, Task Order #EP-G18H-01464
Technical Directive: 7.0 Under Task(s): 7, 9, 10, 11, 12

Title: TRI Program Communications, Outreach & Website Support

Period of Performance: December 29, 2017 – December 28, 2018

BACKGROUND

Under the Emergency Planning and Community Right-to-Know Act, the Toxics Release Inventory (TRI) Program authorized under Section 313 requires subject facilities to submit data annually on toxic chemical use and management. This information is organized into a database by EPA and is currently made available to the public through the TRI website in spreadsheets, in a variety of access and analysis tools, and in the TRI National Analysis. TRI access and analysis tools make TRI data more accessible for the public and EPA employees. Using the tools one can conduct their own analyses on a variety of geographic areas, chemicals, industry sectors, etc.

In support of the public's right-to-know, the TRI Program manages three public microsites/web areas: the main TRI Program website (www.epa.gov/tri), the RSEI website (www.epa.gov/rsei) and the National Analysis website (www.epa.gov/trinationalanalysis). The TRI Program is responsible for ensuring that the content of these sites is current, accurate, relevant, and meets users' needs. The webpages must also meet EPA web standards and 508 compliance requirements.

To make the public aware of TRI data and how to access and use them, the TRI Program uses numerous outreach methods, such as conducting training webinars, distributing materials at conferences, producing videos, conducting surveys, and creating tutorials and guides to post on the TRI website.

The contractor shall provide support to the Environmental Protection Agency's TRI Program. In particular, the contractor shall provide support for the following tasks:

- Support for TRI Information Products, Data Access and Analysis
- Recommendations regarding Technical Requirements to Enhance TRI Electronic Capabilities
- Community Scale Analysis and Health Effects Impact Communication
- Provide Support for TRI Meetings/Conferences and other Outreach Efforts
- Other Assistance to the TRI Program as Requested

PURPOSE

The purpose of this work assignment is to obtain contractor support for: (1) developing new outreach materials revising existing materials; (2) improving the TRI Program website and online data access and analysis tools; and (3) the work of the TRI Outreach Team, as needed.

SCOPE OF WORK

Task 1 – Prepare Work Plan

The contractor shall prepare a work plan within 15 calendar days of receipt of this Technical Directive. The work plan shall outline and describe the technical approach, resources (cost estimates and staffing), and a schedule for submitting deliverables to EPA.

Task 2: Develop and Revise TRI Program Outreach Materials and Reports

In reference to the Performance Work Statement, this task falls under Section 7 (“Support for TRI Information Products, Data Access and Analysis”), Section 11 (“Provide Support for TRI Meetings/Conferences and other Outreach Efforts”), and Section 12 (“Provide Other Assistance to the TRI Program”).

At the direction of the COR, the Contractor shall develop new reports and outreach materials, such as brochures, fact sheets, presentations, infographic, posters and other displays. These materials should promote the TRI Program and the availability of TRI data, as well as other key messages, as appropriate for identified audiences. The Contractor shall also review existing TRI materials, focusing on identifying inaccurate or outdated content. When requested by the COR, the Contractor will update/revise these materials. Periodically, the Contractor shall print high-quality copies of certain materials for distribution at conferences and other events.

At the direction of the COR, the Contractor shall periodically develop survey questions that can be used to assess and better understand the needs/issues faced by TRI data users, regulated facilities, and TRI website visitors. The Contractor may be asked to conduct the survey through Survey Monkey or another survey tool to which they have access, and may be directed to develop messaging and/or materials to promote the availability of the survey.

The Contractor shall provide monthly updates to the TRI Conference Tracking Spreadsheet, which the TRI Program uses to identify upcoming conferences and meeting at which TRI staff may want to present, display the TRI exhibit booth, or simply attend. The existing spreadsheet will be shared with the contractor through OneDrive. The COR will provide additional directions prior to the first deliverable.

The Contractor shall provide additional communications/outreach-related support for the work of the TRI Outreach Team, as appropriate.

Task 3: Support Continuous Improvement of the TRI Program Website and Data Access/Analysis Tools

In reference to the Performance Work Statement, this task falls under Section 9 (“Recommendations Regarding Technical Requirements to Enhance TRI Electronic Capabilities”) and Section 10 (Community-Scale Analysis and Health Effects Impact Communication”).

The Contractor shall make recommendations for improving the design and content of the TRI Program website, including but not limited to, the TRI homepage, the TRI for Communities webpage, and the TRI & Risk webpage. At the direction of the COR, the Contractor shall conduct work to implement particular recommendations in draft form on the Contractor’s web server, or within the TRI web area of Drupal. Other website-related tasks may include designing new graphics to help convey website content, mocking up new webpages, providing stock images for use on certain webpages, and designing new interactive web features.

The Contractor shall, at the direction of the COR and in consultation with TRI tools experts, review existing TRI online tools and information dissemination capabilities and make recommendations for improving their functionality, accuracy and speed. The Contractor shall, with direction from the COR, follow up on the analyses and recommendations presented in the April 2017 paper, “TRI Data and Tools: Current Assessment and Vision for the Future,” prepared by Abt Associates.

DELIVERABLE SCHEDULE

TASKS	ASSIGNMENTS	DUE DATE
1a. 1b.	Prepare work plan Revised work plan, if needed	15 calendars day of receipt 5 calendar days of receipt, if needed.
2a. 2b. 2c.	First update of conf. tracking spreadsheet Load approved TRI website satisfaction survey into Survey Monkey Update “Factors to Consider” document Develop new outreach materials	End of April 2018 (then monthly afterward) April 2018 May 2018 As needed, at direction of COR
3a. 3b. 3c.	Recommend improvements for TRI Risk webpage Recommend improvements for presentation of risk & health effects info on website Follow up on specific areas of tools assessment paper	Summer 2018 Summer 2018 Summer 2018

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